


Pathmark

DORAL MULTI PACK PROGRAM PROPOSAL

*Presented
MAR. 3. 95
Approved 60 dw
Floor display deals
2 pack deals
254/PK RJR
54/PK Path.
304 pack*

*Start
April*

R. J. Reynolds Tobacco Co.
February 1995

51855 0796

DORAL Multi Pack Program

Objective

Build Pathmark's single price business using a special two pack "cents off" offer on the leading *Branded Savings* brand DORAL.

Fact

In the Savings Category DORAL ranked second only to No Frills in store sales during the second half of 1994. In the Branded Savings Category, Doral ranked 1st!*

***Source: RJR FOCUS Data**

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Program Details

- ❑ Create special two (2) purchase price on all DORAL styles at \$.50 below normal two pack retail. Place new price in scanning system.
- ❑ Plus out predetermined product amount for packing/display purposes
- ❑ RJR Field Sales contact stores to place plussed out product in special two pack sleeves.
- ❑ Sleeves and accompanying POS are placed in:
 - > RJR Temporary Floor Displays
 - > Bottom promotional section of Industry Package Merchandiser.
- ❑ RJR Field Sales contacts stores on a periodic basis during Program dates to replenish sold product.
- ❑ RJR reimburses Pathmark after Program Period based on scan data.

Option To increase attractiveness of the offer to its customers, Pathmark adds an additional \$.10 to reduce price \$.60 per two pack purchase.

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Program Components

2 Pack Sleeves Complete with special UPC code
Separate packing for Kings and 100's

Displays: 30 carton cardboard "dump bin" with
monthly payment of \$ 40 per store.

—————> 100 Stores (1 month): \$ 4,000

POS Advertising Large "*starburst*" featuring
special two (2) pack price.

Promotion Pricing (by State)

	<u>Regular 2 Pack</u>	<u>\$.50 /2 pack</u>	<u>\$.60/2 Pack</u>
New Jersey	\$ 3.60	\$ 3.10	\$ 3.00
New York	\$ 4.20	\$ 3.70	\$ 3.60
Pennsylvania	\$ 3.44	\$ 2.94	\$ 2.84
Connecticut	\$ 4.00	\$ 3.50	\$ 3.40

Special Note Offer available for Pathmark Drugs

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